PREPARE TO BE FRONT AND CENTER

The BCI Convention + Power Mart Expo is back in full swing and we want you to be a part of it! Join us April 23-26, 2023 at the Louisville Marriott Downtown in Louisville, Kentucky as an exhibiting sponsor, and prepare to be front and center at the industry’s premier lead battery industry event in North America.

Display your company’s products, equipment and innovations to hundreds of attendees across all facets of the industry, many of whom hold senior and executive level positions. Increase your brand’s visibility and build relationships within the industry with year-round and Convention sponsorship opportunities that will extend your brand’s reach. Secure space to hold meetings with current and new customers in one place with minimal investment. On top of that, attending the Convention will give you access to valuable information on lead battery industry trends, innovations from leading experts and expanded Technical Track programming.

You won’t want to miss:

- **The Meetings**: Build new connections and maintain existing relationships with dedicated time for one-on-one meetings with customers built directly into our sponsorship packages.
- **The Power Mart Expo**: Demonstrate new and existing products and services during the buzzing Power Mart Expo.
- **The Brand Visibility**: Explore high visibility à la carte selections that amplify your message across both digital and print formats that speak to your target audience even before they land in Kentucky!

Take advantage of the opportunity to network in person with friends, colleagues and potential customers this spring in Louisville.

For more information, contact me at info@batterycouncil.org or +1.312.245.1074.

We hope to see you at the 2023 BCI Convention + Power Mart Expo.

Meg Czaikoski
Manager - Sponsorship and Exhibit Sales
NETWORKING RECEPTION SPONSORSHIP OPPORTUNITIES

Increase your visibility as a sponsor of one of three networking events taking place at the 2023 BCI Convention + Power Mart Expo. Your brand will be front and center at these informal gatherings that bring together lead battery industry professionals for food, drinks and casual conversation.

Opening Reception  Sponsored by BCI Supplier Members | Learn more on page 7.
Sunday, April 23 • 6:00 p.m. – 8:00 p.m.
Kick off the event as a sponsor of the first networking gathering of the Convention as attendees catch up with industry colleagues in a relaxed setting.

Women in the Global Battery Industry Networking Reception
Monday, April 24 • 5:00 p.m. – 6:00 p.m.
Support women in the industry by sponsoring the Women in the Global Battery Industry Networking Reception. As a reception sponsor, you’ll receive recognition at the event honoring BCI’s newest professional group dedicated to connecting women in the industry.

Closing Reception
Tuesday, April 25 • 5:00 p.m. – 6:30 p.m.
Leave a lasting impression and be recognized as the sponsor of the final networking event of the Convention.

NETWORKING RECEPTION SPONSORSHIP INCLUDES:
- Logo recognition in marketing materials and on the BCI website
- Verbal recognition at the event
- Event signage recognition
- Mobile app push notification
- Onscreen recognition during general sessions
- A signature cocktail offered to attendees and brand recognition on promotional items, such as cocktail napkins or stirrers, at the bar
SCHEDULE OF NETWORKING EVENTS

SUNDAY, APRIL 23
6:00 p.m. – 8:00 p.m.
Opening Reception

MONDAY, APRIL 24
12:00 p.m. – 5:00 p.m.
Power Mart Expo
12:00 p.m. – 1:30 p.m.
Lunch in Power Mart Expo
4:00 p.m. – 5:00 p.m.
Power Hour
Use this hour to socialize with customers on the expo floor, and enjoy light appetizers, wine, beer and soft drinks.

5:00 p.m. – 6:00 p.m.
Women in the Global Battery Industry Networking Reception

MONDAY, APRIL 24 & TUESDAY, APRIL 25
Full day: 8:00 a.m. – 5:00 p.m.
Half day: 8:00 a.m. – 12:00 p.m. or 1:00 p.m. – 5:00 p.m.

Meeting Rooms
Reserve a private room to meet with customers. Rooms are included with Gold and Silver sponsorship packages, and are available to Bronze Sponsors and Exhibitors at a discounted rate. Rooms will be scheduled in half-day [up to 4 hours] or full day [4+ hours] increments and are available on a first-come, first-served basis.

Pricing available on page 8.

TUESDAY, APRIL 25
5:00 p.m. – 6:30 p.m.
Closing Reception
## EXHIBITOR AND SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>EXHIBITOR-ONLY SPONSORSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEMBER: $2,495 Nonmember: $3,795</td>
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<table>
<thead>
<tr>
<th>CONVENTION BENEFITS</th>
<th>GOLD $22,000</th>
<th>SILVER $16,500</th>
<th>BRONZE $8,250</th>
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<tbody>
<tr>
<td>EVENT</td>
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</tr>
<tr>
<td>Exhibit Space*</td>
<td>8 x 20 kiosk</td>
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<tr>
<td>Complimentary Full Convention Registration[s]</td>
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<tr>
<td>Logo Recognition in BCI Convention Marketing Materials**</td>
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<td>X</td>
</tr>
<tr>
<td>Invitation to President’s Reception</td>
<td>2 Invitations</td>
<td>1 Invitation</td>
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<tr>
<td>Sponsor Video***</td>
<td>General Session</td>
<td>General Session</td>
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<tr>
<td>À La Carte Credit****</td>
<td>$5,000</td>
<td>$2,500</td>
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</tr>
<tr>
<td>Meeting Room</td>
<td>Full day for 2 days</td>
<td>Full day for 1 day</td>
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<tr>
<td>PRINT</td>
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<tr>
<td>Onsite Guide Advertisement</td>
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</tr>
<tr>
<td>Handout at Registration</td>
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<td>Advanced Program Advertisement</td>
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<td>DIGITAL</td>
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<tr>
<td>Banner Advertisement on Convention Website</td>
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<tr>
<td>Pre-event Social Media Posts</td>
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<tr>
<td>Mobile App Push Notification</td>
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<td>Pre-Convention Email Blast</td>
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<tr>
<td>YEAR-ROUND BENEFITS</td>
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<td>Banner Ad on BCI Website*****</td>
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<td>2 Months</td>
<td>1 Month</td>
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<tr>
<td>Sponsored Social Media Posts</td>
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<tr>
<td>The Energy Beacon Banner Advertisement</td>
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<tr>
<td>Email Blast to BCI Members</td>
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<tr>
<td>Article in The Energy Beacon</td>
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</table>

* Larger kiosk size can be purchased for an added fee.
** Includes logo recognition in onsite signage, Convention website, Convention promotional video and Convention informational slides featured throughout the event.
*** Video to play during the General Session. Subject to availability. 30 second maximum.
**** No cash value. À la carte credit can be used towards any à la carte selection. All à la carte sponsorships are first-come, first-served and subject to availability.
***** Sponsor has the option to choose which months to feature the banner ad, available on a first-come, first-served basis. Placement is at BCI’s discretion.
EXHIBITOR AND SPONSORSHIP PACKAGES (continued)

For new and innovative exhibit options, contact BCI for lounge space and furniture additions.

**Exhibitor Package**

- Hardwall turnkey exhibit space and sign
- Custom branding opportunity
- (1) highboy table + (2) chairs per 8x10 space
- One full Convention registration
- One 5 amp/500 watt electric drop
- Pre- and post-event attendee lists
- Name recognition in BCI exhibitor list
- Recognition on website and onsite guide

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**9,000+**

Total views of the BCI Convention homepage in the six months leading up to the event

**59%**

Average rate of attendee downloads of the mobile app

**600+**

Attendees from 170+ companies
## À La CARTE SPONSORSHIP OPPORTUNITIES

### Pricing Information

Learn more about these opportunities on pages 8-9.

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITY</th>
<th>PRICING</th>
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<tbody>
<tr>
<td>Golf Tournament*</td>
<td>$5,000</td>
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<tr>
<td>Meeting Room (Half Day)</td>
<td>See Pricing Below**</td>
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<tr>
<td>VIP Hospitality Lounge</td>
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<tr>
<td>Wi-Fi Sponsorship*</td>
<td>$5,000</td>
</tr>
<tr>
<td>Mobile App Sponsor*</td>
<td>$5,000</td>
</tr>
<tr>
<td>Hotel Key Cards*</td>
<td>$5,000</td>
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<tr>
<td>Women in the Global Battery Industry Networking Reception Sponsorship***</td>
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<tr>
<td>Closing Reception Sponsorship</td>
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<td>Lanyard [SOLD]</td>
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<tr>
<td>Notebook Cover*</td>
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<tr>
<td>Collectable BCI Lapel Pin Sponsor*</td>
<td>$4,000</td>
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<tr>
<td>Hotel Room Drop</td>
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<tr>
<td>Coffee Break Stations</td>
<td>$1,500</td>
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<tr>
<td>General Session Chair Drop</td>
<td>$1,000</td>
</tr>
<tr>
<td>Registration Handout</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Bronze Sponsors and Exhibitors: $600 for half day; Non-Exhibiting BCI Member: $1,200 for half day  
*Exclusive Opportunity  
**Meeting rooms are assigned on a first-come, first-serve basis. Space is limited  
***Exclusive to maximum one manufacturer and one non-manufacturer  

### Supplier Reception Sponsorship

Sponsorship of THE premier social event of the meeting, the Opening Reception, sponsored by BCI Supplier Members, is the perfect opportunity for all supplier members and exhibitors to host and entertain customers and reconnect with industry colleagues in a unique social setting. Sponsorship allows for in-room recognition for BCI-member suppliers that are unable to attend in person. For BCI members, Supplier Reception sponsorship is calculated based on your company’s annual dues category (invoices will be sent separately and amounts kept confidential). We will continue the practice of recognizing sponsors on special signage at the reception, in the Convention onsite guide and other opportunities. Pre- and post-convention publicity will also promote your company’s sponsorship of the event. We need and appreciate your participation.

Non-member sponsorship fee - $2,000
À La CARTE SPONSORSHIP OPPORTUNITIES (continued)

VIP Lounge: $8,000

Sponsor a lounge space at the Convention! This VIP area will include soft lounge seating and places to charge devices. Just around the corner from registration and session rooms, these lounges will include rope and stanchion to reserve your company’s private space and signage and branding of your area.

To upgrade your space, contact info@batterycouncil.org.

Hospitality Suite: $5,000
(available Sunday - Wednesday)

Reserve a hospitality suite for your private meeting room. Located just above the Convention meeting space, each hospitality suite has a living parlor with a half bath, kitchen and meeting space. Separated by a door, each suite includes a king bedroom that can be used as a guest room Sunday - Wednesday.

Meeting Rooms

Meeting Rooms are an essential component of the BCI Convention, so we’re bringing you more ways than ever before to stay connected with a private room to meet with customers. Meeting Rooms are included in Gold and Silver sponsorship packages and available as add-ons for others.

Gold Sponsor: Complimentary (two days)
Silver Sponsor: Complimentary (one day)
Bronze Sponsors and Exhibitors: $600 for half day (50% discount from non-exhibitor pricing)
Non-Exhibiting BCI Member: $1,200 for half day

Rooms are available à la carte to Bronze Sponsors and Exhibitors at a discounted rate. All meeting spaces will be scheduled on a first-come, first-served basis. Please note, Meeting Rooms are not available to non-exhibiting companies that are not BCI members.
À La CARTE SPONSORSHIP OPPORTUNITIES (continued)

**Golf Tournament: $5,000**
Sponsor the BCI Golf Tournament and your logo will be displayed throughout the tournament, including on welcome signage, beverage carts and cart signs. Your company will also be recognized during the general session when the golf tournament winners are announced. *Promotional items from non-sponsoring companies at the golf tournament are not permitted without prior approval from BCI.*

- **Golf Award: Closest to the Pin Sponsor**
- **Golf Award: Longest Drive Sponsor**

$1,500 for each award
Sponsor a golf award and your company will be recognized during the general session when the golf tournament winners are announced.

**Wi-Fi Sponsorship: $5,000**
Get connected to your customers by sponsoring the Wi-Fi that will be used by every attendee throughout the event. Sponsorship to include custom network password and signage recognition.

**Mobile App Sponsor: $5,000**
Maximize your digital presence on the BCI convention mobile app by featuring your logo on the secondary launch screen. You’ll also receive a banner ad and accompanying in-app landing page. The mobile app is downloaded by a majority of attendees and these banner ads annually earn over 17,000 impressions!

**Hotel Key Cards: $5,000**
Unlock opportunities with customers, and place yourself in the hands and pockets of every attendee. By placing your logo on a hotel key card, you reinforce your brand outside of the normal exhibiting space.

**Women in the Global Battery Industry Networking Reception Sponsorship: $6,500**
Be recognized as a sponsor of the highly-anticipated networking reception dedicated to connecting women in the industry.
Sponsorship includes signage recognition, a specialty cocktail and branded promotional items at the bar.

*Exclusive to maximum one manufacturer and one non-manufacturer.*
À La CARTE SPONSORSHIP OPPORTUNITIES (continued)

Closing Reception Sponsorship: $5,000
Leave a lasting impression and be recognized as the sponsor of the final networking event of the conference.
Sponsorship includes branding at the reception bar, a specialty cocktail and recognition on all event signage and marketing materials.

Notebook Cover: $4,000
Place your company logo on the cover of the notebook that will be handed out to each attendee at registration.

Collectable BCI Lapel Pin Sponsor: $4,000
Sponsor a collectable BCI lapel pin that will be handed out to each attendee. Your company logo will be featured prominently on the card packaged with the lapel pin and the pin will be advertised as sponsored by your company.

Hotel Room Drop: $2,000
Send marketing collateral to attendees' hotel rooms on a night of your choosing. Sponsor is responsible for production/printing of material and shipping costs. BCI to arrange the drop with the hotel.

Food & Beverage Stations: $1,500
Have your company’s logo be the first thing attendees see when taking a break to enjoy food and beverage throughout the event.
Sponsorship includes signage in the beverage break area and branded napkins or coffee sleeves, during one break of your choosing (3 available).

General Session Chair Drop: $1,000
Place a company flyer or other promotional literature on every attendee chair before the keynote presentation. Sponsor to provide final printed literature and ship to the event. All literature subject to the approval of BCI. One drop per day, per sponsor. No Non-Sponsor Chair Drops Allowed

Registration Handout: $1,000
Your company flyer or other promotional literature will be handed out to all attendees at the registration desk. Sponsor to provide final printed literature and ship to the event. All literature subject to BCI approval.

INTERESTED IN SPONSORING THE NEW POSTER RESEARCH SHOWCASE?
Contact MCzaikoski@batterycouncil.org for more details!